

- FOR IMMEDIATE RELEASE -

TXT MARKETING WOWS CLUBBERS

BACKGROUND

Event organiser Unique3 is an integral part of the Sheffield underground club scene, organising and promoting evenings at club venues throughout the city. Links with prominent artists in the club scene, such as international DJs Roni Size, Jazzy Jeff and Orbital, give Unique3 and its founder Mark Ross the credibility to connect intimately with regular clubbers.

THE CHALLENGE

With the specialist club scene, traditional marketing tools such as print media, tended to miss the target audience and were therefore not cost effective. Unique3 needed to stay ahead of the game and underpin its reputation as a trend-setter in a dynamic and innovative market. The challenge was to find a responsive and interactive method of mass marketing, enabling two-way communication with messages relevant to the club goers, including guest list invitations, special promotions and last minute venue changes.

Keeping clubbers fully up-to-date with changes of artist line up or venue are vital elements to successful club promotion and the marketing strategy needed to answer these exacting requirements. Basic SMS marketing had enabled Unique3 to focus on building a relationship with a highly mobile audience, but this needed to go a step further.

THE SOLUTION

e-txt™ from Dynmark has provided the much needed answer to Unique3's challenge. The clubbing scene is a sociable, fashionable and technology-led group, with a certain guarantee that mobile phone ownership is high.

Unique3 has found SMS to be a highly flexible marketing tool, with the ability to immediately disseminate information, vital in such a fast paced industry. An example of the functionality of SMS was highlighted when Unique3 had a venue cancellation on the same night as a promotion. This could have spelt disaster in terms of credibility and lost revenue. Unique3 quickly found an alternative, smaller venue and contacted the clubbers with the change of venue using Dynmark's e-txt™ message management solution. The e-txt message invited members and anyone who replied to be put on the new venue guest list.

The results speak for themselves, with over 100 positive responses in less than 30 minutes. The guest list of 200 was filled in two hours. Unique3 received 400 positive responses from this last minute promotion.

Unique3 has a member-database of approximately 900 and is currently sending around 1800 texts a week. As an opt-in database, Unique3 knows the recipients have requested to receive updates and, as a regular communication channel, it is vastly more effective than the largely print-based alternatives and far cheaper, not to mention faster. Clubbers who opt-in to receive text message

communications are over 50 per cent more likely to attend a promotion alerted to via text and, in general, are extremely loyal.

Unique3 has used text marketing to great effect; initialising a system whereby clubbers receive discount entry to the club if they show the doorman their Unique3 promotional text. Commenting on the use of the e-txt™ solution, Mark Ross from Unique3 explains:

“We use the system in a variety of ways. We have just started a ‘show your text at the door and get discount entry’ incentive as well as all our ongoing SMS publicity and promotions. Text has now become the essential driver at the heart of our marketing campaigns, with immediate results, which our business demands.”

- Targeting the mobile-phone generation
- Sending up to 2000 messages a week
- Re-directing to last-minute venue changes
- Quick and efficient last minute promotions, offers and incentives
- Target specific direct marketing
- Innovative use of a new marketing tool

- ENDS -

About Dynmark International

Dynmark develops PC based SMS software and MMS software. The company's range of applications enables users to send and receive normal, premium rate reverse billing and binary SMS and MMS messages between PCs and mobile handsets. Mobile messages can be sent to, and received from over 500 networks in 200 countries.

Products include e-txt™ (pronounced e Text) the Award winning Bulk SMS Software for PCs from Dynmark which allows users to SMS from PC or other PC enabled device. Other messaging software includes mobile marketing and promotion, customer relationship management and communications applications. For further information visit www.dynmark.com and www.e-txt.co.uk.

About e-txt™

e-txt™ (pronounced e Text) is Award winning Bulk SMS Software for PCs from Dynmark which allows users to SMS from PC or other PC enabled device. Whether you are using it for Mobile Marketing, Bulk SMS, Sending SMS for CRM purposes 24x 7, e-txt is the perfect mobile messaging software. Used as an SMS gateway it provides among the lowest cost SMS UK solutions. e-txt™ is the UK's number 1 PC based SMS texting application and is used by nightclubs, pubs, restaurants, hotels and bars as a superior marketing tool to flyers and by other

Mobile Messaging Solutions



industries as powerful SMS marketing, SMS texting, SMS service and Customer Relationship Management application.

Visit www.e-txt.co.uk and www.dynmark.com for more.

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